

Net Insight Makes Live Contribution to Cloud a Reality

Stockholm, Sweden, IBC 2017 (stand #1.B40) – Net Insight, the leading provider in media transport and resource scheduling, continues to make cloud-based live media contribution a reality with new pay-as-you-go pricing. The new model allows content owners to monetize their content with a balance between cost and market demand.

To support the industry's transition to cloud for live broadcast, Net Insight deploys a new price model for its Virtual Nimbra VA, offering a lower entry-level cost threshold and improved cost versus value balance for long-tail content.

The Virtual Nimbra VA enables easy migration of live workflows to the cloud so that content owners and broadcasters can fully benefit from automated, elastic services and a usage-based pricing model without compromising quality and integrity.

"For customers operating in a changing market, the introduction of a subscription-based OpEx model is the next natural step," says Martin Karlsson CTO and vice president product portfolio at Net Insight. "Net Insight provides the future of Internet media transport with increased flexibility for broadcasters and content owners, reducing the entry threshold for setting up new services, as well as allowing them to increase engagement over time as the business grows."

To find out more about how Net Insight is shaping the future of media networks with virtualization and to see its award-winning Nimbra VA in action, please visit the company's IBC stand 1.B40.

For further information, please contact:

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About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Our aim is to lead progress and enable a global media marketplace where live content can be exchanged and interaction among TV audiences can take place in real-time. We want to create the media experience of the future, centered on content.

Net Insight delivers products, software and services for effective, high-quality media transport, coupled with the effective management of resources, all, which creates an enhanced TV experience.

Net Insight's offerings span across the entire media spectrum, starting from TV cameras and TV studios, right through to the TV consumers. Our solutions benefit network operators, and TV and production companies, by lowering total cost of ownership, improving their workflow efficiencies and providing them with the ability to capture new business opportunities.

More than 500 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit netinsight.net